

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant : | Gary B. Robinson | Art Unit : | 3622 |
| Serial No. : | 09/893,748 | Examiner : | Jeffrey D. Carlson |
| Filed : | June 29, 2001 | Conf. No. : | 3348 |
| Title : | AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB ADVERTISING | | |

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NON-COMPLIANT
AMENDMENT DATED JUNE 1, 2009

Please amend the above-identified application as detailed below and consider the following remarks, in addition to those remarks submitted June 29, 2001 and February 3, 2006.

Amendments to the Claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.